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MEETING

STATE OF CALIFORNIA

INTEGRATED WASTE MANAGEMENT BOARD

SUSTAINABILITY AND MARKET DEVELOPMENT COMMITTEE

JOE SERNA, JR., CALEPA BUILDING

1001 I STREET

2ND FLOOR

SIERRA HEARING ROOM

SACRAMENTO, CALIFORNIA

WEDNESDAY, MARCH 7, 2007

10:10 A.M.

KATHRYN S. KENYON, CSR  
CERTIFIED SHORTHAND REPORTER  
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PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

APPEARANCES

COMMITTEE MEMBERS

Mr. Gary Petersen, Chairperson

Ms. Margo Reid Brown

Mr. Wesley Chesbro

ALSO PRESENT

Ms. Rosalie Mulé, Board member

Mr. Jeffrey Danzinger, Board member

STAFF

Ms. Rubia Packard, Assistant Director

Ms. Holly Armstrong, Staff Counsel

Ms. Deborah Balluch, Executive Assistant

Ms. Linda Dickinson

Mr. Nate Gauff

Mr. Jim Lee, Deputy Director

Mr. Jon Myers, Assistant Director, Public Affairs

Mr. John Smith, Acting Deputy Director

Mr. Kevin Taylor, Supervisor, Organics & Resource  
Efficiency Branch

Ms. Lorraine Van Kekerix, Acting Deputy Director

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APPEARANCES CONTINUED

ALSO PRESENT

Mr. DingXin Cheng, Ph.D., P.E., CSU, Chico

Mr. R. Gary Hicks, CSU, Chico

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

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1 PROCEEDINGS

2 CHAIRPERSON PETERSEN: Good morning. Hello. Can  
3 you hear me okay?

4 We're ten minutes late to start. But good  
5 morning.

6 Welcome to California Integrated Waste Management  
7 Board Sustainability and Market Development Committee.

8 As a courtesy, again, we'll put phones on mute or,  
9 you know, whatever.

10 Deb, could you please call the roll.

11 EXECUTIVE ASSISTANT BALLUCH: Brown?

12 MEMBER BROWN: I'm here.

13 EXECUTIVE ASSISTANT BALLUCH: Chesbro?

14 MEMBER CHESBRO: Here.

15 EXECUTIVE ASSISTANT BALLUCH: Petersen?

16 CHAIRPERSON PETERSEN: Here.

17 I also would like to recognize Rosalie Mulé,  
18 Member. Welcome.

19 MEMBER MULÉ: Thank you.

20 CHAIRPERSON PETERSEN: Speaker slips at the back  
21 of the room. Fill them out and give them to Deb if you  
22 want to address the Committee today.

23 Is there anyone here who wants to address the  
24 Committee on any item that's not on the agenda today?

25 Great.

1           With the Committee's indulgence, I'd like to move  
2   Item B, Board Item 12, to the end of the agenda today.

3           And let's go to our Deputy Director Reports.

4           Lorraine, do you have -- sorry to do this to you,  
5   but we are going to switch this around a little bit.

6           ACTING DEPUTY DIRECTOR VAN KEKERIX: I have two  
7   items to report to you this month. The first is that the  
8   Department of General Services approved the Board's  
9   request to use the secondary RFP process for the 2007/2008  
10   Statewide Characterization Study, which the Board recently  
11   approved funding for.

12           The secondary RFP allows to Board to factor in the  
13   strength of the proposal and the contractor qualifications  
14   as well as the costs. So when it comes to  
15   characterization work, we like to use that process.

16           The Request for Proposal will be released this  
17   week, and with a final filing date for prospective bidders  
18   in mid-April, and we anticipate bringing the winning  
19   contractor before the Board for approval in May. So that  
20   project is moving along.

21           And the second thing that I would like to update  
22   you on, is a meeting that the Office of Local Assistance  
23   staff had with the City of Paramount. In late February,  
24   they met with the assistant city manager and community  
25   development director, a representative of Trex, a recycled

1 plastic products manufacturer, and a representative of RC  
2 Resources, a recycling company that's located in the city  
3 of Paramount.

4 Trex and RC Resources are developing a pilot  
5 program for recycling of plastic retail bags. The program  
6 would include placement of small bailers for consolidation  
7 of plastic bags and/or stretch wrap at selected retail  
8 locations.

9 RC Resources will be able to provide pickup  
10 service of the bailed plastic and provide information to  
11 the retail locations and city staff on the amount of  
12 retail bags collected in the pilot project.

13 The Board staff led the discuss with the City on  
14 how they could host and facilitate an innovative plastic  
15 film bag recycling program that would help them get a  
16 program implemented before the mandates of AB 2449, which  
17 becomes effective this July, as well as bolster their  
18 division rates.

19 Board staff will follow up with the meeting  
20 participants to provide assistance with identifying  
21 grocery stores and other retail locations for implementing  
22 the pilot program.

23 And that concludes my Deputy Director Report.

24 CHAIRPERSON PETERSEN: Great, Lorraine. But are  
25 they going to set up a separate milk run and collect

1 within the city of Paramount? Is that how they are going  
2 to do this?

3 ACTING DEPUTY DIRECTOR VAN KEKERIX: I'm not sure  
4 on the details. They are talking about getting the  
5 bailers in at the various stores, so that they can start  
6 collecting and bailing at the stores.

7 CHAIRPERSON PETERSEN: Right. They will probably  
8 send those -- it's very interesting. Will you keep us  
9 posted on this? It's very interesting.

10 ACTING DEPUTY DIRECTOR VAN KEKERIX: I will keep  
11 you posted.

12 CHAIRPERSON PETERSEN: Thanks, Lorraine.  
13 Jim, we'll go your Special Waste Division Report.

14 DEPUTY DIRECTOR LEE: No Deputy Director's Report  
15 for you this morning, Chairman Petersen.

16 CHAIRPERSON PETERSEN: Then we go to Item C;  
17 right?

18 DEPUTY DIRECTOR LEE: Thank you, Chairman Petersen  
19 and good morning, Board Members.

20 My name is Jim Lee, Deputy Director for the  
21 Special Waste Division. Committee Item C is Consideration  
22 of Grant Awards for the Targeted Rubberized Asphalt  
23 Concrete Incentive Grant Program.

24 Nate Gauff will make the staff presentation.

25 MR. GAUFF: Good morning, Chairman Petersen and



1 Board Members, Committee Members.

2 This month for March, we have three awards, three  
3 proposed awards, from the Targeted Rubberized Asphalt  
4 Concrete Incentive Grant Program. The three agencies are  
5 the City of Banning. We're recommending funding of  
6 150,000; City of Moorpark, we're recommending 150,000; and  
7 the City of Villa Park, 150,000.

8 I do want to bring to the Board's -- to the  
9 Committee's attention, that Villa Park, their application  
10 is actually slightly under the minimum tonnage that we ask  
11 for, you know, as part of the grant requirement. Of 3500  
12 tons -- 3500 tons is the minimum. Their project is  
13 proposing to use about 30 -- just under 3200 tons.

14 The reason I bring it to your attention,  
15 obviously, because it does fall below the requirement.  
16 Villa Park is a pretty small jurisdiction, and didn't have  
17 a lot of roadway to cover. And as part of their annual  
18 program, this project is basically going to cover their  
19 annual paving requirement.

20 So I just bring that your attention, if you so  
21 choose to approve that application.

22 With that, I remembered the adoption of approval  
23 of Resolution 2007-76, Revised.

24 Are there any questions?

25 CHAIRPERSON PETERSEN: Comments?

1           Do I hear a motion?

2           MEMBER CHESBRO:   So moved.

3           MEMBER BROWN:   Seconded.

4           CHAIRPERSON PETERSEN:   Deb, call the roll, please.

5           EXECUTIVE ASSISTANT BALLUCH:   Brown?

6           MEMBER BROWN:   Aye.

7           EXECUTIVE ASSISTANT BALLUCH:   Chesbro?

8           MEMBER CHESBRO:   Aye.

9           EXECUTIVE ASSISTANT BALLUCH:   Petersen?

10          CHAIRPERSON PETERSEN:   Aye.

11          There you go.   We're all done on that one.

12          Good job, Nate.

13          DEPUTY DIRECTOR LEE:   Chair Petersen, is that for

14   fiscal consent?

15          CHAIRPERSON PETERSEN:   Let's do that.   Perfect.

16          DEPUTY DIRECTOR LEE:   Thank you.

17          MEMBER BROWN:   I think it's physical consent for

18   this committee.

19          (Laughter.)

20          CHAIRPERSON PETERSEN:   Thank you.

21          DEPUTY DIRECTOR LEE:   Duly noted, Madam Chair.

22          CHAIRPERSON PETERSEN:   I'm all for working out.

23          Go on to Item D.

24          DEPUTY DIRECTOR LEE:   Chairman Petersen, thank

25   you.   Item D, Committee Item D, is Consideration of Awards

1 for the Rubberized Asphalt Concrete Use Grant Program.

2 Nate Gauff will make the staff presentation.

3 MR. GAUFF: All right. On Item D, this is the  
4 first cycle for the RAC Use Grant Program, which is a  
5 continuation of the old Kuehl bill program, that we've  
6 done for the past three years.

7 In this cycle, we have four proposed awardees:  
8 They are Los Angeles County, recommending them for  
9 250,000; City of San Clemente, 159,040; Ventura County,  
10 127,934; San Diego County, 46,264. We actually did  
11 receive six applications. The two other applications, one  
12 was from Villa Park, which we transferred over into the  
13 Targeted Program, which we just heard. The other one is  
14 National City, and we're proposing to bring their targeted  
15 application before the Board, next month.

16 CHAIRPERSON PETERSEN: Good.

17 MR. GAUFF: So we got six applications in  
18 originally. Two of them actually qualified for the  
19 Targeted Program. We put them in that program or we will  
20 be putting them in that program, and the other four are  
21 here, before you, today.

22 With that, I recommend approval of Resolution  
23 2007-74.

24 CHAIRPERSON PETERSEN: Okay. Great.

25 Any questions?

1           MEMBER BROWN:  Nate, seeing the balance that we  
2   have in this account, in what you're seeing coming in, do  
3   you anticipate we're going to be able to expend these  
4   funds by the end of this fiscal year?

5           MR. GAUFF:  Looking into my crystal ball --

6           MEMBER BROWN:  Are you not working hard enough?  
7   Kidding.  Just kidding.

8           MR. GAUFF:  Well, actually we just finished the  
9   second-cycle deadline, on March 2nd, which was last  
10  Friday.  And we got 18 applications in for the second  
11  cycle.

12          MEMBER BROWN:  Okay.

13          MR. GAUFF:  We didn't total it up, to tell you to  
14  truth, at this point.  But we feel that's going to get us  
15  a lot closer.  And obviously, the third cycle is most  
16  grants.  The last cycle is usually what everybody comes in  
17  for.

18          So I think we will probably be in pretty good  
19  shape with this program.  With the Targeted, we're also  
20  working pretty hard --

21          MEMBER BROWN:  I know.

22          MR. GAUFF:  -- to get that money spent.

23          MEMBER BROWN:  Just sort of --

24          MR. GAUFF:  I think we'll be in good shape at the  
25  end of the year.

1           MEMBER BROWN:   Okay. Good.   Thank you.

2           MEMBER CHESBRO:   Can you very briefly so as to not  
3   bore the Board members who have been following this more  
4   closely than I have, describe the distinction between the  
5   two grant categories that we just approved?   Bring me back  
6   up to speed.   Thank you.

7           MR. GAUFF:   You're right.   I've gotten comfortable  
8   with these programs before the Board over the last couple  
9   of years.

10          MEMBER CHESBRO:   I wouldn't expect that every time  
11   you're here to go through, explaining it all to me.

12          MEMBER BROWN:   Good refresher.

13          MR. GAUFF:   With the Rubberized Use Program, which  
14   we call the Rubberized Asphalt Concrete Use Program, that  
15   is once again the Kuehl bill program, which we've had in  
16   the past.   Basically, it provides a rebate per ton of  
17   material used by the jurisdiction.

18          That program is geared for the jurisdictions that  
19   typically use the material each year, that would otherwise  
20   not qualify for the targeted program.   Okay?   So they  
21   still get a chance to get some funding to offset some of  
22   the costs of their projects.   This year, this program is  
23   \$4 a ton, to the jurisdiction, for each ton of material  
24   used.

25          The Targeted Program is geared more toward

1 first-time users of the rubberized asphalt or  
2 limited-experience users. Maybe they've only got one or  
3 two projects in their jurisdiction. Or maybe they haven't  
4 used it in a significant period of time.

5 MEMBER CHESBRO: It's really start-up versus  
6 ongoing, is the distinction?

7 MR. GAUFF: Correct. And the difference is, on  
8 the funding, with the Targeted, we also -- we cover more  
9 of the cost of using the material. We cover -- we try to  
10 cover the full differential. And in most cases up to  
11 date, we have covered the full differential of using  
12 rubberized asphalt versus using conventional material.

13 MEMBER CHESBRO: Thank you.

14 CHAIRPERSON PETERSEN: Any other questions?

15 Do I hear a motion?

16 MEMBER CHESBRO: Move the resolution.

17 MEMBER BROWN: Second.

18 CHAIRPERSON PETERSEN: Deb?

19 EXECUTIVE ASSISTANT BALLUCH: Brown?

20 MEMBER BROWN: Aye.

21 EXECUTIVE ASSISTANT BALLUCH: Chesbro?

22 MEMBER CHESBRO: Aye.

23 EXECUTIVE ASSISTANT BALLUCH: Petersen.

24 CHAIRPERSON PETERSEN: Aye.

25 Fiscal consent. How's that?

1           Okay.

2           Jim, we're on E, I think.

3           DEPUTY DIRECTOR LEE: Thank you, Chairman  
4 Petersen. That last item will be on fiscal consent as  
5 well.

6           CHAIRPERSON PETERSEN: I just --

7           MEMBER BROWN: He said that.

8           DEPUTY DIRECTOR LEE: Thank you, sir.

9           CHAIRPERSON PETERSEN: God, we're good.

10          DEPUTY DIRECTOR LEE: Committee Item E,  
11 Consideration of Scope of Work --

12          CHAIRPERSON PETERSEN: Hold on. Jim, I'm sorry.

13          Nate, I wanted to thank you for the visit to Santa  
14 Barbara and the way you conducted that meeting. When we  
15 were explaining to the county and the city how this all  
16 works, you did a great job. And hopefully, they will be  
17 in your shop soon for applications. And we -- I would  
18 like to know if they come to you soon. Okay?

19          MR. GAUFF: All right.

20          CHAIRPERSON PETERSEN: Okay thank you.

21          Sorry.

22          DEPUTY DIRECTOR LEE: Committee Item E is  
23 Consideration of Scope of Work and Contractor to Develop  
24 Curriculum on Rubberized Asphalt Concrete and Civil  
25 Engineering Uses of Tire-Derived Aggregate.

1 Linda Dickinson and the contractor will make a  
2 staff presentation on this.

3 Linda?

4 MS. DICKINSON: Good morning, Chair Petersen,  
5 Senator Chesbro, Chair Margo Reid Brown and Member Mulé.

6 I'm Linda Dickinson with the Product Promotion and  
7 Assistance Section in Special Waste.

8 California is faced with the challenge of  
9 diverting or safely managing the more than 40 million used  
10 and waste tires it generates annually. The California  
11 Integrated Waste Management Board staff estimates that in  
12 excess of 30 million tires are diverted annually for  
13 various alternative uses. To prevent waste tires from  
14 damaging the environment, it is more desirable to recycle  
15 this material.

16 Because of the potential to use large quantities  
17 of waste tires and construction projects, the Board is  
18 focusing several research and marketing efforts are on  
19 using waste tires and rubberized asphalt concrete, RAC,  
20 and other civil engineering applications.

21 One way of increasing the use of waste tires  
22 generated in California is teaching civil engineers, both  
23 students and professionals, about using waste tires in RAC  
24 and civil engineering applications.

25 Through this contract, to develop curricular



1 concerning RAC and civil engineering applications, for  
2 civil engineering classes and continuing education, the  
3 Board seeks educate civil engineers about environment  
4 preferable RAC and the use of tire-derived aggregate and  
5 other civil engineering applications.

6 At its May 11th, 2005, meeting, the Board approved  
7 the Five-Year Plan for Waste Tire Recycling Management  
8 Program in the last Five-Year Plan. It included an  
9 allocation for 350,000 for continuing education units, and  
10 curricular for RAC and civil engineering applications.  
11 This interagency agreement intends to fulfill that  
12 proposal.

13 In December, staff met with CSU Chico to discuss  
14 the goals and objectives of this contract, and to develop  
15 continuing education course materials and curricula, on  
16 RAC and civil engineering. CSU Chico's proposal showed a  
17 well-executed plan, depth and experience, reasonable cost,  
18 and low overhead that we negotiated on.

19 Prior, in October/November, we made contact with  
20 two other colleges. During the meeting with each  
21 representative teams, CIWMB staff asked -- CIWMB staff  
22 asked for a statement of qualifications, budget  
23 information, and additional contract-related information  
24 that would help with choosing the best contractor for an  
25 interagency agreement.

1           Since CSU staff assembled and submitted an  
2   outstanding proposal, their team was requested to enter an  
3   Interagency Agreement upon approval by the Board.

4           Staff is requesting consideration of this  
5   Interagency Agreement with CSU, Chico. In summary, CSU,  
6   Chico's proposal will provide two additional -- two  
7   educational products: continuing education programs for  
8   engineers and technicians involving -- involved in using  
9   waste tires and RAC and other civil engineering  
10  applications; and offering curricula about using recycled  
11  tire rubber.

12           They have a PowerPoint presentation to explain  
13  their qualifications and the project. So I will turn the  
14  mike over to Dr. DingXin Cheng. I'm probably not  
15  pronouncing your name correctly. Am I kind of close?

16           DR. CHENG: Yes.

17           MS. DICKINSON: He's an assistant professor and  
18  project manager of the Interagency Agreement, if you  
19  intend to approve it.

20           CHAIRPERSON PETERSEN: Welcome, Doctor.

21           DR. CHENG: Thank you very much, Linda.

22           (Thereupon an overhead presentation was  
23   presented as follows.)

24           DR. CHENG: Good morning, Chairman Petersen, and  
25  good morning, Board Members. Thank you for having me

1 here. Okay.

2 I also have my colleague, Gary Hicks, who is the  
3 technical director for the human preservation center.  
4 Also, he's our faculty members. I try to get it quick.  
5 Okay?

6 --o0o--

7 DR. CHENG: So we are here, trying to encourage  
8 green constructions through RAC and city applications of  
9 waste tires. We try to achieve sustainability of waste  
10 tire recycling program by educating professionals and the  
11 civil engineering students.

12 --o0o--

13 DR. CHENG: In this presentation, we're going the  
14 talk about qualifications of CSU, Chico, and the also  
15 project objectives and proposed the work plan for this  
16 one.

17 We also have a project management plan and  
18 expected measurement of success. And then finally, we  
19 will give a summary of this.

20 --o0o--

21 DR. CHENG: CSU, Chico, is one of the 23 campuses  
22 in the California State University, which is the biggest  
23 in the nation.

24 In our university, CSU, Chico, we have about  
25 16,000 students, about 914 faculty members. We have seven

1 colleges, six schools, 25 centers, with 119 academic  
2 programs.

3 --o0o--

4 DR. CHENG: College of Engineering has basically  
5 mechanical engineering, EE computer science, civil  
6 engineering computer science, construction management, and  
7 CIM, which is a Concrete Industry Management programs.

8 --o0o--

9 DR. CHENG: We concentrate on both the  
10 undergraduate education and the graduate education.

11 --o0o--

12 DR. CHENG: Civil engineering have high pass rate  
13 on the FE, Fundamental Engineering. We have a wonderful  
14 programs of human-powered vehicles. We have a steel  
15 bridge canoe, a lot of competitions.

16 --o0o--

17 DR. CHENG: We -- basically we have a broad-based  
18 and practical area in the civil engineering. We have -- a  
19 different area covers, like, environmental, structural,  
20 transportation, water resources. So also, we have a wide  
21 range of networked alumni and the practitioners.

22 --o0o--

23 DR. CHENG: We also have construction management,  
24 which is the largest program of this kind of in  
25 California.

1           We have, like, 97 percent placement, averaging  
2     \$60,000 per year, starting salary. It is pretty good  
3     program.

4                                 --o0o--

5           DR. CHENG: We have, CNM Concrete Industry  
6     Management Program. This is one of the 400 industry  
7     program focused on educational programs in the nation.  
8     Okay?

9           It's supported by the active patron group. We  
10    have \$1.4 million in committed industry support to grow  
11    program.

12                                --o0o--

13          DR. CHENG: We also have polymers manufacturing  
14    technology. We have -- it's primarily a research program.  
15    It's nearly \$2 million in new manufacturer equipment.  
16    Also, have \$250,000 in research support annually.

17                                --o0o--

18          DR. CHENG: Recently, July 1st, 2006, Caltrans  
19    established California Pavement Preservation Center at  
20    CSU, Chico. And then this purpose is to accommodate the  
21    needs for pavement preservation services to governmental  
22    agencies and industry sector.

23                                --o0o--

24          DR. CHENG: To serve as a leader in a partnered  
25    effort between government, industry, and academia to

1 advance and improve pavement preservation practices  
2 through education, innovation, research, and technology  
3 transfer.

4 --o0o--

5

6 DR. CHENG: The Center will serve as a technical  
7 resource for pavement preservation, will educate others,  
8 and enhance pavement preservation knowledge, and also  
9 advise and assist others.

10 --o0o--

11 DR. CHENG: Now, for the CIWMB project, for this  
12 one, we'll assist in the creation and the expansion of  
13 sustainability market of RAC and CE applications of waste  
14 tires through education.

15 I will teach civil engineering professionals and  
16 students to use RAC and apply waste tire in other civil  
17 engineering projects.

18 --o0o--

19 DR. CHENG: The scope of this package will be two  
20 part. One is continuing education of engineers and  
21 technicians, teach them how to use waste tires and RAC and  
22 other CE applications through developing and delivering  
23 short courses. Another part is we are going to develop  
24 curricula for RAC and CE application of waste tires for  
25 California universities and community colleges.

1                               --o0o--

2               DR. CHENG: For the continuing education part,  
3 first task will be identify key sources of information.  
4 This include two parts: rubberized asphalt concrete. We  
5 will work with others, expertise, like MACTEC, RPA,  
6 Federal Highway Administration, Caltrans, and others.

7               We're also going to work on the civil engineering  
8 applications. We're going to work with expertise of,  
9 like, Dr. Humphrey, Dr. Holman, and others.

10                           --o0o--

11              DR. CHENG: Task 2 will develop detailed course  
12 outlines on the rubber asphalt concrete and civil engineer  
13 applications.

14                           --o0o--

15              DR. CHENG: Task 3 will develop presentations and  
16 the reference manuals for those presentations. I will use  
17 our staff for technical advice from expertise.

18              Task 4, we will identify locations for course  
19 delivery, and we will develop course teaching brochure.  
20 And we plan to deliver as much as eight courses statewide.  
21 Also, developing brochure describing the contents of those  
22 courses and the locations of those courses.

23                           --o0o--

24              DR. CHENG: Task 5, we will evaluate and improve  
25 courses using a pilot session. After successfully finish

1     that, we go to Task 6, which is deliver continuing  
2     education courses statewide.

3                                 --o0o--

4             DR. CHENG:   Second part, major part, we're going  
5     to develop university course curricula.   Task 1, we will  
6     develop detailed outlines for each teaching module.

7                                 --o0o--

8             DR. CHENG:   Task 2, we will develop lecture  
9     materials and visual aids for the modules.

10                                --o0o--

11             DR. CHENG:   Task 3, we will collaborate with  
12     community colleges to introduce teaching materials.

13             Task 4, we will work with state universities.

14             Task 5, we will work with University of California  
15     system.

16                                --o0o--

17             DR. CHENG:   We also have a wonderful team.   So we  
18     propose have CIWMB and also have project manager.   We have  
19     technical advisors.   We have development part.   Also we  
20     have delivery part.

21                                --o0o--

22             DR. CHENG:   In terms of measurement of success of  
23     this project, we propose, we're going to have quality of  
24     teaching modules and the reference materials.   We're going  
25     to monitor how many numbers of students trained.   Also,



1 the quality of training measure with an evaluation form.  
2 We will have this project done on time and within the  
3 budget. Also, we can get some text manuals from our  
4 clients.

5 --o0o--

6 DR. CHENG: This basically is our summary. Here,  
7 we talk about objectives and scope of our work, also, the  
8 qualifications of CSU, Chico, our services, our detailed  
9 tasks, and also the measurement of success.

10 --o0o--

11 DR. CHENG: Thank you. That's the end of my  
12 presentation.

13 CHAIRPERSON PETERSEN: Thank you very much,  
14 Doctor.

15 Are there any questions? Are we done with the  
16 presentation right now.

17 MS. DICKINSON: Well, I do have something to add.  
18 This is an effort that, once implemented, will need  
19 evaluation and adjustment for success. And there's  
20 currently no proposal for additional funding in the next  
21 iteration of the Five-Year Plan.

22 However, we have to consider that it would need  
23 ongoing funding once evaluated. And if there's any room  
24 for reallocation funding in future years, that's something  
25 we should consider, because it only lasts through

1 May 2009.

2 CHAIRPERSON PETERSEN: Okay.

3 MS. DICKINSON: And staff is -- I just need to end  
4 that if the Board supports this, staff recommends it  
5 approves resolution -- hopes that the Board approves  
6 Resolution 2007-75.

7 CHAIRPERSON PETERSEN: Great. Thank you.

8 DEPUTY DIRECTOR LEE: Chairman Petersen, I just  
9 wanted to add one other comment. Staff uses -- it's one  
10 of the elements of our program to ensure the long-term  
11 success of the program. And right now, one of the issues  
12 that we've come up against, in trying to increase use of  
13 RAC and civil engineering, again, is a lot of people we've  
14 been dealing with, in Caltrans and other agencies, have  
15 had really no experience in working with RAC.

16 You know, they are very comfortable with using of  
17 the -- using the virgin materials. And so we view this as  
18 really an excellent opportunity to start educating the  
19 next generation of engineers, you know, about, again, ways  
20 to green the highways appropriately.

21 And so this is one of the longer-term efforts that  
22 we feel would be very successful in helping us achieve our  
23 goals.

24 CHAIRPERSON PETERSEN: Jim, I'm all for this,  
25 because education is the key to making any of this work.

1 We've known that since we started the recycling business  
2 way back in the '70s.

3 Also, is that it for the Committee -- I mean, for  
4 the report and stuff?

5 DEPUTY DIRECTOR LEE: Yes, sir.

6 CHAIRPERSON PETERSEN: Okay. Great.

7 I also would like to recognize Member Danzinger,  
8 who just dropped in on us.

9 And are there any questions? Yes, Member Mulé?

10 MEMBER MULÉ: Thank you, Mr. Chair. I do have a  
11 question. It says that staff approached two other  
12 colleges. Who were the two other colleges that you talked  
13 to?

14 MS. DICKINSON: We talked to UC Berkeley and  
15 Sierra College, their outreach curriculum area.

16 MEMBER MULÉ: All right. I was just wondering,  
17 because I was talking to some folks who had mentioned that  
18 Cal Poly San Luis Obispo is developing a research center  
19 for tire research. And so I was just wondering if you had  
20 reached all out to them at all, because their dean of  
21 science and dean of engineering are putting together a  
22 program. And so I would hate to see overlap or  
23 duplication efforts.

24 MS. DICKINSON: Well, we knew that UC Berkeley was  
25 well known in this area, and so was Chico.

1 Do you know anything about that --

2 DEPUTY DIRECTOR LEE: Come up to the microphone,  
3 please, and introduce yourself.

4 MR. HICKS: I'm Gary Hicks, the technical director  
5 for the California Pavement Preservation. And yes, we're  
6 working with Cal Poly San Luis Obispo and Cal Poly Pomona  
7 to try to expand pavement preservation in those other  
8 areas. And the dean is an old friend of mine. He and I  
9 went to school at Berkeley together. And he did not  
10 mention this tire recycling. And I mentioned pavement  
11 preservation to him a number of times, including the use  
12 of rubber pavement preservation.

13 MEMBER MULÉ: This is broader. Just tire  
14 research. We're looking at tire research.

15 And I guess my point is, I just would hope that we  
16 coordinate, you know, with the other university systems.

17 MR. HICKS: Well, we've got a proactive approach  
18 to involve other state universities including Cal Poly,  
19 San Luis Obispo, and Cal Poly Pomona. We're working with  
20 them actively on pavement preservation issues, which  
21 include the use of rubber in pavements.

22 MEMBER MULÉ: Good.

23 CHAIRPERSON PETERSEN: Great.

24 MEMBER MULÉ: Thank you.

25 CHAIRPERSON PETERSEN: Member Chesbro?

1           MEMBER CHESBRO: Well, this is a little bit  
2   duplicative. It's very similar to what Board Member  
3   Mulé's question was.

4           There's many civil engineering programs throughout  
5   the university and college system of California. So mine  
6   was broader, but it's the same question: What was the  
7   criteria that caused Chico to be above and beyond the  
8   other programs in the state?

9           MS. DICKINSON: Their proposal and their  
10   experience and their team, their budget, and their  
11   overhead and their statement of qualifications, which was  
12   far more complete when they submitted it.

13          MEMBER CHESBRO: That's the application, but in  
14   terms of looking around the state, of civil engineering  
15   programs, we approached three campuses, you said. And  
16   maybe the question should have been: How did we pick  
17   those three or something. But I'm just trying -- I  
18   want -- and I'm not questioning Chico so much as wanting  
19   to be assured that, in fact, we know that we've pick the  
20   campus that has attributes that cause it to rise above a  
21   number of other programs around the state. Not  
22   necessarily tire programs, but civil engineering programs  
23   at universities and colleges throughout the state.

24          MS. DICKINSON: Well, we do have knowledge, in our  
25   office, through our engineers on who has experience in the

1 tire field. And we knew that Berkeley and Chico were in  
2 those areas.

3 MEMBER CHESBRO: So it was beyond them just having  
4 a civil engineering program, that had --

5 MS. DICKINSON: Tire relationship.

6 MEMBER MULÉ: -- also previously -- previously  
7 worked in the area of tires.

8 And that, I guess, takes me to my second question  
9 which is, again, the gentleman from the Pavement  
10 Preservation Organization touched on, which is: What is  
11 the specific methodology for then broadening this,  
12 taking -- getting other programs around the state to adopt  
13 what is learned from this effort so that we -- we don't  
14 just benefit the students at Chico who are going out, but  
15 we broaden it to the other civil engineering programs  
16 around the state?

17 MR. HICKS: We've already interacted with a number  
18 of other state universities and community colleges. We  
19 have established programs with a lot of the community  
20 colleges, particularly northern California. And we have  
21 no problem with working with them to integrate modules  
22 into some of the lower division classes. So we've already  
23 approached community colleges.

24 As far as state universities, since Chico is one  
25 of a number of state universities within the system, we

1 have a network of people that we interact with all the  
2 time. And so we've targeted about six universities to  
3 work with, initially, including Cal Poly, San Luis Obispo,  
4 Cal Poly Pomona, and a number of others that were included  
5 in the proposal. I can't remember the names.

6 MEMBER CHESBRO: The strategy is to approach the  
7 other campuses, provide them with --

8 MR. HICKS: Modules.

9 MEMBER CHESBRO: Yes. That's -- what do you mean  
10 by "modules?"

11 MR. HICKS: Course curriculum.

12 MEMBER CHESBRO: Curriculums? Curriculum? That  
13 we would then be encouraging them to --

14 MR. HICKS: We will be working with them. And if  
15 we have to, we'll help them get it initiated.

16 One of the things that we felt strongly, in our  
17 approach, was that in order for this program to be  
18 effective, you've got to touch the students every year,  
19 from the freshman year through the -- and so we're  
20 creating modules, not a separate course, but a module in  
21 giving courses that the students are required to take,  
22 that focus us on sustainability, recycling, and tires.  
23 So --

24 MEMBER CHESBRO: One last question. And that is:  
25 To what degree is -- are you involving the industry in

1 the --

2 MR. HICKS: Oh, yeah. The industry, I've worked  
3 with the Rubber Pavement Association. I've worked with  
4 the Federal Highway Administration. I was a program  
5 manager for Caltrans.

6 MEMBER CHESBRO: I'm trying to be more specific,  
7 though. Zero it in on this program. I'm not questioning  
8 your background or history, but --

9 MR. HICKS: Oh, yeah. We will be working with the  
10 industry and then reviewing our modules with the industry.  
11 And we put that, I think, in the proposal, if that's the  
12 question you've asked.

13 MEMBER CHESBRO: Are we looking for any industry  
14 partnership at all, in terms of financing, or contribution  
15 or helping to construct the curriculum?

16 MR. HICKS: We've talked with the industry about  
17 cooperating and providing review of our modules or  
18 providing visual aids, things of this sort. We're not  
19 going to re-invent things. We're going to take what's on  
20 the shelf and package them in the best possible way. So  
21 we will be working within the industry, particularly the  
22 industries that focus in the areas that we're targeting:  
23 the RAC for pavement, and the civil engineering  
24 applications.

25 MEMBER CHESBRO: Thank you.



1           MR. HICKS: Thank you for the questions.

2           CHAIRPERSON PETERSEN: Couple of points: In the  
3 past, I don't know if you -- we had a certificate program  
4 at UCLA on recycling waste management and hazardous  
5 material. We have an advisory board that is set up for  
6 both of those. I mean, this is more for graduate and  
7 career changing processes for people who want to get in  
8 the industry.

9           Have you looked to set up an advisory board to  
10 help you with this, with the technical people from the  
11 industry?

12          MR. HICKS: We have included some technical  
13 advisors, the leaders in civil engineering applications,  
14 for recycled tires, and the leaders in asphalt rubber. So  
15 they are part of our team.

16          CHAIRPERSON PETERSEN: Great. Okay.

17          Now, I know we're in the undergraduate world,  
18 here, with what we are putting together. Right?

19          Have you considered putting this thing online at  
20 some point and carrying it a little bit further so that  
21 civil engineers who are already in the workplace can be  
22 updated on the technology and where it's going and the  
23 applications?

24          MS. DICKINSON: In the next iteration of the  
25 Five-Year Plan that we will be presenting, there is a

1 technical outreach through the Institute of Transportation  
2 at UC Berkeley. They have interactive Web-based  
3 self-learning tools for civil engineering applications.  
4 And that contract is for online educational tutorials for  
5 user agency and private sector engineers.

6 CHAIRPERSON PETERSEN: Great. Okay. You're away  
7 ahead of me.

8 MR. HICKS: But if I could mention, we do have the  
9 capability of doing it online. And we will be doing it  
10 through the Pavement Preservation Center online trainings.  
11 And we will work together.

12 CHAIRPERSON PETERSEN: I'm sorry. Chairman Brown?

13 MEMBER BROWN: You asked my same exact question,  
14 but you actually answered the question more directly.

15 If we're going to put all the effort into creating  
16 these courses and providing them for continuing education,  
17 it makes the most sense to be able to have them available,  
18 online, for people that are working in the field, which is  
19 the ones we're encountering and having the most difficulty  
20 getting over the hurdle of starting new usage of RAC and  
21 civil engineering because they don't have the information  
22 at their fingertips.

23 And if, you know, they are not able or willing to  
24 be able to go to a continuing education course -- if they  
25 are available online, I mean, I would like to see the

1 courses, once they are completed, at least have some  
2 online availability for some sort of a certification. And  
3 that may be funded through next year Tire Plan. Because  
4 that's my next thing is, we absolutely have to include an  
5 evaluation of this program in the Five-Year Tire Plan.

6 DEPUTY DIRECTOR LEE: Understand, Madam Chair.

7 And again, just for clarification with my staff,  
8 does the budget that we have outlined, does it include  
9 funds for putting this online, or does it have to be a  
10 modification to the contract that will be down the road?

11 MS. DICKINSON: It doesn't include Chico State  
12 funding for this project. That would be -- I don't know  
13 if there will be money or not. I would have to....

14 DEPUTY DIRECTOR LEE: Our response on that, Madam  
15 Chair. I think once we develop the curriculum, I think  
16 we've already expressed the intent to see it go online. I  
17 think once we get into it, we would review the budget if  
18 we need additional funds. We clearly -- we have no  
19 problem with coming to the Board and asking for  
20 reallocations, you know, to supplement this contract, as  
21 necessary, to provide for the online distribution of this  
22 material.

23 MEMBER BROWN: Thank you.

24 CHAIRPERSON PETERSEN: Jim, you are right about  
25 this, is that continuing education, the marketing of this

1 program has to go to the civil engineers that are on the  
2 street. Yeah. Okay.

3 Do I hear anything else? Any questions or  
4 comments?

5 MEMBER DANZINGER: Can I ask a quick question, go  
6 back to a point that was made earlier in this process. I  
7 apologize if this is very elementary.

8 But with regard -- we would be doing this as an  
9 Interagency Agreement.

10 MS. DICKINSON: Correct.

11 MEMBER DANZINGER: And I'm just curious, when we  
12 do an IAA, what are we bound to at the outset, in terms of  
13 the universe we looked at? You know, you were talking at  
14 other schools or other -- you know.

15 MS. DICKINSON: They are considered a state  
16 agency.

17 MEMBER DANZINGER: Right. But in terms of what we  
18 have to consider, you know, like you have an RFP, so you  
19 take the bids and it goes along the line. Or you have an  
20 IFP or anything like that.

21 But an IAA, do we have, you know, all the ability  
22 ourselves to determine who we're going to look at and from  
23 what grouping of people we're going to choose the  
24 ultimate, you know, successful application?

25 MS. DICKINSON: We did it according to law. We're

1 good.

2 MEMBER BROWN: Explain the criteria. He wants  
3 specifics on how it's done.

4 MEMBER DANZINGER: There were comments made about  
5 like Cal Poly SLO and Pomona. If we didn't want to look  
6 at them, even though they had some kind of program, are we  
7 not bound to look at them because it's an IAA?

8 DEPUTY DIRECTOR LEE: I'm just looking around to  
9 see if there are any admin staff here.

10 CHAIRPERSON PETERSEN: Legal. Legal.

11 DEPUTY DIRECTOR LEE: There we go.

12 My understanding is, you know, right now, we are  
13 bound to kind of, at least, first, look at funding these  
14 contracts through interagency agreements, before we are  
15 putting them on the street as overall RFPs.

16 So I will let our legal counsel give you the --

17 STAFF COUNSEL ARMSTRONG: Holly Armstrong from the  
18 Legal Office.

19 We are not required to bid it out the way we are  
20 with an RFP. Under Government Code Section 19130, which  
21 requires us to exhaust civil servants and state employees  
22 before we go to a competitive bid process, we're only  
23 required to exhaust the civil service categories before we  
24 go to a competitive bid.

25 Under an Interagency Agreement we're actually --

1 we're only required to -- actually, the Special Waste  
2 Division kind of went above and beyond the call of duty  
3 this time by looking at several different schools and  
4 departments. They -- if they identified one university  
5 that had the expertise, that would have been sufficient  
6 under the state contracting number.

7 MEMBER DANZINGER: Okay. So what governs the  
8 universe of potential applicants that we would look at is,  
9 it's purely what the staff identifies as the folks that we  
10 would want to reach out to? It's not done as an  
11 invitation for bid, where we go out and say, you know,  
12 "All you folks out there in the CSUs and or UCs, let us  
13 know that this is something that you could do." And then  
14 we'll -- we'll go out and we could cherry pick the ones  
15 that we think we ought to consider.

16 STAFF COUNSEL ARMSTRONG: We identify someone who  
17 has the qualifications that we need in -- within the state  
18 system.

19 MEMBER DANZINGER: Okay. Thanks. I mean, that  
20 would explain some of the comments from earlier. We might  
21 have not even contacted them; right?

22 Okay.

23 CHAIRPERSON PETERSEN: Good. Anything else?

24 Do I have a motion?

25 MEMBER BROWN: So moved.

1 MEMBER CHESBRO: Second.

2 CHAIRPERSON PETERSEN: Deb?

3 MS. DICKINSON: It's fiscal.

4 EXECUTIVE ASSISTANT BALLUCH: Brown?

5 MEMBER BROWN: Aye.

6 EXECUTIVE ASSISTANT BALLUCH: Chesbro?

7 MEMBER CHESBRO: Aye.

8 EXECUTIVE ASSISTANT BALLUCH: Petersen?

9 CHAIRPERSON PETERSEN: Aye.

10 Thank you, everybody.

11 Now we will put that on fiscal consent. Thank

12 you.

13 I remembered where the office was this morning.

14 Okay. Here we go. John, you're up on deck here.

15 ACTING DEPUTY DIRECTOR SMITH: Yes, I have one

16 item for the Deputy Director's Report and then the last

17 item.

18 Good morning, Chairman Petersen, Committee Members

19 Brown and Chesbro. Welcome, Board Members Mulé and

20 Danzinger.

21 For the record, my name is John Smith. I'm the

22 acting deputy director for Waste Prevention and Market

23 Development.

24 The item I'm going to report on is Recent Zone

25 Training that occurred last week. This was the first zone

1 administrative training workshop for the next two fiscal  
2 years, and was held on March 2nd -- 1st and 2nd, in Santa  
3 Clarita. Of the 53 people attended, 23 included zone  
4 administrators.

5 The workshop focused on two subjects: a primer on  
6 business financing, and how to conduct the effective  
7 business and loan prospecting.

8 The diverse group of panel speakers made up of  
9 zone administrators, RMDZ loan staff, private lending  
10 institutions, and a representative from the local Small  
11 Business Development Center presented these topics and  
12 engaged the attendees in a lively and interactive  
13 dialogue.

14 In a new portion added to our training, a  
15 conversation with RMDZ businesses, Richard Ludt of  
16 Interior Removal Specialists, and RMDZ, and a recent WRAP  
17 of the year winner, provided insight about the continuing  
18 growth of the company and the long and working  
19 relationship this business had had with the RMDZ program.

20 He was most appreciative of the technical  
21 assistance Dassi Pintar has provided that business for  
22 over ten years.

23 The workshop also included a tour of Canyon  
24 Plastics, an RMDZ business and recent loan applicant. The  
25 tour consisted of a walk-through of this injection molding



1 processing facility, and the types of custom-made  
2 end-products the company produced with recycled plastic.

3 Workshop attendees gained a new appreciation of  
4 the challenges manufacturers in the region face.

5 A cursory review of the workshop evaluations  
6 indicate that many zone administrators gain valuable  
7 insight on new techniques they could employ in their zones  
8 to approve their RMDZ outreach to local businesses, and to  
9 find potential loan applicants.

10 In an effort to begin cross-program training, ten  
11 staff and the Office of Local Assistance and State and  
12 Local Assistance Branches also attended the workshop.

13 There was a general consensus that this workshop  
14 was a great help in educating them about the RMDZ program,  
15 and in getting them to think about how to partner more, in  
16 the future, to spur local and regional marketing efforts.

17 That concludes my report.

18 Are there any questions?

19 CHAIRPERSON PETERSEN: Thank you, John. Any  
20 questions?

21 Can you -- Canyon Plastics, where are they  
22 located?

23 ACTING DEPUTY DIRECTOR SMITH: Just beyond Santa  
24 Clarita, in the unincorporated area of Los Angeles.

25 CHAIRPERSON PETERSEN: What do they -- what's

1     their process?

2             ACTING DEPUTY DIRECTOR SMITH:   They take a variety  
3     of post-consumer plastics.

4             CHAIRPERSON PETERSEN:    So ones and twos?

5             ACTING DEPUTY DIRECTOR SMITH:   I have the  
6     specific -- I knew you were going to ask that.

7             CHAIRPERSON PETERSEN:    Sorry.   I'm a recycler.

8             ACTING DEPUTY DIRECTOR SMITH:   I understand.   You  
9     have an interest in plastics remanufacturing.

10            HTPE, polypropylene, ABS, nylon, polycarbonate --  
11     those are the types of feedstock they use.

12            CHAIRPERSON PETERSEN:    Good.   Thank you, John.

13            ACTING DEPUTY DIRECTOR SMITH:   They create a wide  
14     variety of end products.

15            CHAIRPERSON PETERSEN:    Okay.   Any questions?

16            Thank you, John.

17            Let's go to Item D.   Am I right on that?   Item B.

18            If you don't mind, John, you know, with -- I would  
19     like to suggest something on that presentation, if you  
20     would take the indulgence of the Board.

21            We all know what the WRAP Award is.   And they have  
22     got a presentation to make and I think we know what it's  
23     all about.   I know you worked hard on this, but I think  
24     what I would like to do is, we first deal with the WRAP  
25     Award itself.   And whether we want to continue it or not,

1 and then questions from the committee about that. But the  
2 bigger -- I mean, I love the WRAP award.

3 I mean, the industry just falls all over  
4 themselves, doing this. And it's a great communication  
5 tool to the cities -- and not only to the industry, but to  
6 cities as well.

7 My whole point, I guess, when we started all this  
8 is that I'm looking, or I would like to see, the expansion  
9 of this. And maybe not for the WRAP. Maybe we formulate  
10 another game plan on, how to we reward or recognize other  
11 people in the industry? Maybe for recycling content or  
12 maybe it's for greenhouse gas footprint.

13 We're the only ones, this Board, that really get  
14 into the streets and deal with industry like this. So my  
15 point being is, with the climate crisis we're facing, and  
16 all these industries trying to do their best, they love to  
17 compete against each other. So if one is doing a better  
18 job than the other and we hang an award in their office,  
19 they are going to start going, "Oof, we've got to do  
20 better." So while not taking anything away from the WRAP  
21 Award, because I love the program, is to go beyond the  
22 expansion of WRAP, and look at what else we can possibly  
23 do. That was my intent.

24 MEMBER CHESBRO: Mr. Chairman, can I answer that?

25 CHAIRPERSON PETERSEN: Yes, sir.

1           MEMBER CHESBRO: Well, I would like to say that, I  
2 think, for a wide variety of reasons, the WRAP Award  
3 Program has been one of the most important tools that the  
4 Board has had. Not only is it a bridge to the business  
5 community and building their support and their interest in  
6 what we do, but also, throughout the time we're working  
7 towards 50 percent, there was something we could point to,  
8 to local involvements, that we are doing to encourage  
9 others to get active -- not just the whole burden is on  
10 cities and counties, but instead, we're trying to lure the  
11 business community into actively pursuing and  
12 participating in a wide array of activities.

13           Now that we're at 50 percent, I think it becomes  
14 more important, because we're shifting away from the whole  
15 burden being on local government and sets in, with  
16 negotiable warming and CO2 concerns with businesses'  
17 increasing interest in going green, that we have an even  
18 greater obligation to be engaged with business and  
19 encouraging them.

20           And then the other thing I wanted to say is that  
21 it -- the way I've seen it function. And I see several of  
22 the people that were on the list that we adopted recently,  
23 and handed out awards to, that have been on there for a  
24 decade or more. And each year, they keep doing more.

25           And so by having -- and I'm all for broadening it,

1 but by having a checklist and a variety of activities,  
2 these businesses that are really motivated want to  
3 continue to improve their environmental contribution.

4 And so I will just pick one out that I'm  
5 particularly fond of, as an example. But Fetzer, you  
6 know, the wine folks in Mendocino County, who have, you  
7 know, just continued to add to all of the environmental --  
8 array of environmental things that they do, and they love  
9 the award as -- I mean, I don't know that it sells any  
10 more wine, necessarily. But as an internal positive  
11 reinforcement to their employees, to come up with ideas,  
12 to continually focus on this as part of their corporate  
13 culture. We really had a huge impact on that business.  
14 And that's just one example. Every one of us can come up  
15 with, I'm sure, a dozen examples. So we -- I just really  
16 think that it's important.

17 And I guess one thing as a returning Board member,  
18 that concerns me is, it looks like this discussion might  
19 have delayed or slowed down this year's cycle. I haven't  
20 seen what's going on with getting back out, on the street,  
21 with getting this going for this coming year. I was  
22 pleased to be able to arrive in time to give out the  
23 awards for the cycle we just completed, but I'm concerned  
24 about whether we have, in the process of trying to --  
25 dithering about, what are we going to do to make it

1 better, we may have fallen off track in terms of keeping  
2 it going. And I hope that's not the case.

3 If I'm wrong, I'm happy to be corrected. But  
4 that's just an observation.

5 CHAIRPERSON PETERSEN: Chairman Brown?

6 MEMBER BROWN: Well, I have a couple of things: I  
7 don't think it's delayed the process of going forward, but  
8 I think it's important, as the staff is doing, to  
9 continually evaluate programs and look at how we can make  
10 them better.

11 I do have a couple of more practical things. I  
12 mean, I agree with what Senator Chesbro said, and Gary.  
13 You know, I think that we do have a lot of people that  
14 continually participate, and it is a program that  
15 businesses like.

16 What concerns me is that we have these companies  
17 that are doing a lot, and we continue to spend the same  
18 amount of time on their applications every single year.  
19 And it might behoove us, after a certain number of years,  
20 that they can self-certify, and that they are part of the  
21 program and they self-certify the information. They don't  
22 have to fill out a seven-page application. I think our  
23 application has to be standardized. I don't think we need  
24 to collect information that we don't have a database to  
25 keep it in.

1           I know we talked for -- extensively about how OLA  
2   uses some of the information but not all, but it's  
3   instructive to people. So I think it's important for the  
4   staff to look at the evaluation -- the application and see  
5   what information is valuable.

6           You might want to, you know, not necessarily for  
7   this year, because we don't want to delay the program --

8           CHAIRPERSON PETERSEN: Right.

9           MEMBER BROWN: -- but as we focus on, and our  
10   primary purpose is waste reduction and greenhouse gas  
11   emissions, are these companies registered in a climate  
12   registry? Are they reducing their carbon footprint? You  
13   need to look at what our priorities, as a Board, are and  
14   make those the focus of our application, in my opinion.

15          But I think it's important, as we go forward and  
16   this program is maturing, that we keep people like Fetzer,  
17   Toyota, and the others interested.

18          And I like the idea of creating some special  
19   category: one recipient, competitive. It's either an  
20   innovation award for something new and different and more  
21   innovative. It's one WRAP of the year award.

22          You know, when you got ten, you are diluting it.  
23   And it's not the impact of being the one. I think they  
24   like it, but, you know, there's one in each category. You  
25   know, and you create a couple of categories in addition to

1 the WRAP program.

2 So but anyway, those are -- that's my feedback.

3 Look forward to staff continuing with the current program,  
4 but, you know, spend a little time on how we can improve  
5 it, from your perspective.

6 CHAIRPERSON PETERSEN: And every -- as Chair Brown  
7 said, across the Board, in all the things that we are  
8 doing, if we expand this, that greenhouse footprint and  
9 what they are doing is just mandatory across the board,  
10 whatever we do, and put that into the fact item into the  
11 award.

12 But I'm thinking on -- you guys probably got  
13 plenty to say right now. And I'm -- but, you know,  
14 everybody up here is supporting this, supports 100 percent  
15 what you are doing. We just want to get beyond -- let's  
16 be a little bit more creative and get more people  
17 involved.

18 It also helps us communicate to the public,  
19 because we're the only ones, really, in government, that I  
20 know of, that is in the street and community doing  
21 curbside, giving the business a WRAP Award, talking to  
22 city counsel. We're all over the place, and we want to do  
23 more of it.

24 MEMBER CHESBRO: Mr. Chairman, I might add that my  
25 enthusiastic endorsement shouldn't have implied that we,



1     like the businesses I was talking about, shouldn't be  
2     continually improving.

3             So I think that the award can continue to evolve.  
4     And certainly, as our responsibilities have evolved,  
5     changes and improvements are a good thing. So I didn't  
6     mean to say frozen in time, gee, it works perfectly the  
7     way it is. I think we can do better.

8             But I also want us to keep it going. And I want  
9     to make sure we don't falter or misstep, here, along the  
10    way. While we are -- it shouldn't be a one-time  
11    consideration. I think a continual improvement effort  
12    ought to be what we have in mind, and making it grow and  
13    expand, and reach out to those businesses who haven't --  
14    who haven't taken a look at it.

15            MEMBER BROWN: And I agree. I didn't mean to  
16    imply that that was part of it. But I think that there  
17    was a misperception that the WRAP Award was going away  
18    last year, and that we were delaying it, which was not the  
19    intent. It was to look at it.

20            So I don't want staff to think that things have to  
21    be on hold while we look at programs. You move forward  
22    with what we've got in some way. We're not trying to add  
23    staff. We're not trying to add duties but, you know, get  
24    the application that we've got, out on the street. And,  
25    you know, just -- we don't want that.

1           CHAIRPERSON PETERSEN: We're going through a  
2 process right now. The process is, we keep going with  
3 what we are doing. Now we're going to explore new things  
4 for next year and expand this thing. That's what I would  
5 like to see.

6           Okay. I'm going to ask you guys to chime in on  
7 where you want to go to, here, without the presentation.  
8 We don't need all that. We know what the program is all  
9 about, and we support it 100 percent.

10          And then I'm going to ask John to comment -- we're  
11 going to bounce this around. A little give-and-take here,  
12 this morning.

13          John?

14          ACTING DEPUTY DIRECTOR SMITH: First of all, the  
15 WRAP Award tries to stay ahead of their -- with the trends  
16 of the rest of the Board programs. And each year, we do  
17 modify the application to bring in new ideas. The WRAP  
18 that Wesley saw, Board Member Chesbro saw five years ago  
19 was different than today. And certainly, climate changes  
20 is the place to go with that, in tying climate change and  
21 diversion together. And certainly, we're really open to,  
22 as you've said, to go ahead with this year's cycle. And  
23 then during this year, work on some proposals to broaden  
24 within the WRAP program.

25          And I will let Kevin, our section manager for that

1 program speak.

2 ORGANICS & RESOURCE EFFICIENCY BRANCH

3 SUPERVISOR TAYLOR: Kevin Taylor, Business Resource  
4 Efficiency and Waste Reduction Section.

5 As you look at some of -- as you see some of the  
6 options there, one of them was keep WRAP as it is or a  
7 similar type program, and develop a GEELA-like program --  
8 the Governor's Environmental Economic Leadership Award --  
9 something like that, that just is a competitive program.  
10 There are a limited number of winners. There are  
11 categories. So that is an option.

12 We've talked to John Myers about that a little  
13 bit, having maybe a program like that, and then keeping  
14 the WRAP. And again, we try updates. For example, we put  
15 e-waste questions in, as e-waste became an issue, and  
16 bringing that in.

17 We have a one-person staff. I would also like to  
18 introduce Cindi Rumenapp, who came on in January, just in  
19 time for this.

20 CHAIRPERSON PETERSEN: Hi, Cindi.

21 ORGANICS & RESOURCE EFFICIENCY BRANCH

22 SUPERVISOR TAYLOR: She's learning a lot.

23 CHAIRPERSON PETERSEN: Welcome to the discussion.

24 ORGANICS & RESOURCE EFFICIENCY BRANCH

25 SUPERVISOR TAYLOR: It does bring fresh ideas, no doubt

1 about that. We are learning also. There are a lot of  
2 things we can do.

3 We can -- we don't want to keep it static. We  
4 want to keep moving forward, again, with limitations that  
5 we have. So we're open. So we're open, we're willing to  
6 discuss. There are a couple of options. Leave it as it  
7 is. Of course, that's an option. We can talk about if we  
8 want to do some other things: maybe two programs, maybe  
9 having WRAP with categories. But all these take a little  
10 bit of time to implement.

11 So hearing that we want to move forward this year  
12 is, you know, a great thing.

13 CHAIRPERSON PETERSEN: We haven't had an intent to  
14 stop it. That's the -- we're going beyond that. That's  
15 over with.

16 You mentioned -- it was mentioned in the report  
17 that I think we're all set on that; right?

18 Now, can we -- we all want to go to the next  
19 discussion, if anybody else has any discussions about what  
20 some of the things could be and coming up in the future  
21 for next year, to plan on. Like do you -- do you do a  
22 u-waste program or an e-waste program category? Do you go  
23 to a recycled content manufacturer? Do we give an award  
24 to a municipality? I mean, those are the kind of -- those  
25 are the kinds of outreach we want to get to.

1 John, would you mind, please.

2 ORGANICS & RESOURCE EFFICIENCY BRANCH

3 SUPERVISOR TAYLOR: Well, we've discussed some of that.

4 CHAIRPERSON PETERSEN: I like to hear what you  
5 have to say.

6 ORGANICS & RESOURCE EFFICIENCY BRANCH

7 SUPERVISOR TAYLOR: Well, all those things you said are  
8 things that we've talked about also. And we had a big  
9 brainstorming session and John tried to be there at some,  
10 but he was on the phone, with Mark Leary and Howard. And  
11 so we did bounce around some of these ideas.

12 And it gets to the point, if we get too broad --  
13 and these are just things to think about. It's not WRAP  
14 anymore. It's not the Waste Reduction Awards Program  
15 anymore. So can we make it so broad that we change the  
16 name of it, add something different, or do we have a whole  
17 separate program? Those are kind of what the options  
18 were.

19 CHAIRPERSON PETERSEN: In my brain, the WRAP Award  
20 is the WRAP Award; we keep it. Maybe we move on with  
21 something else. But that's your -- that's in your shop.  
22 And I want you to kind of fill us in, what you think.

23 PUBLIC AFFAIRS ASSISTANT DIRECTOR MYERS: Sure.  
24 John Myers, Office of Public Affairs.

25 I think, just based on the discussion, the brief

1 discussion you had here, I think, as I speak for myself --  
2 and staff probably has enough to go back and develop some  
3 concepts and bring back, to the Board, some more concrete  
4 ideas.

5 I think there was some confusion over the idea,  
6 because there wasn't so much a delay, but there was some  
7 confusion on this cycle of WRAP, on where WRAP was going  
8 to go, that there was some questions on, what was the  
9 future of WRAP? And just hearing the discussion, I am  
10 pretty sure we know where the future of WRAP is, and  
11 that's moving forward.

12 And that's helpful to me, and I'm sure, with  
13 staff, on trying to develop something. So what I'd like  
14 to do is go back, work with staff, and develop some  
15 concepts to bring back, something more concrete that we  
16 can put into play.

17 The idea of WRAP -- I mean, Senator Chesbro  
18 touched on it as well -- it just brings so much to our  
19 mission and what we do here at the Board. And the fact  
20 that we are down in the trenches and being able to work  
21 with the businesses and people, you know. I like the  
22 concept of being able to categorize things, to make it  
23 more unique, more special, for that particular category.  
24 So that's one of the ideas and concepts I would like to  
25 explore a little bit further.

1           We mentioned GEELA, the Governor's Environmental  
2   and Economic Leadership Awards. I just had a discussion  
3   with Andrea Lewis, this morning, from Cal/EPA. And we  
4   started talking about the idea of -- pardon the pun --  
5   wrapping WRAP into GEELA, making it a part, maybe a  
6   category of GEELA itself.

7           CHAIRPERSON PETERSEN: Interesting.

8           PUBLIC AFFAIRS ASSISTANT DIRECTOR MYERS: That  
9   still needs to be ironed out, but we'll figure it out.  
10   But what was nice to see that she was very open to it.  
11   The agency was very open to the idea, recognizing the fact  
12   that we have a specialized award that we do, and that it  
13   should be part of the overall Governor's Economic and  
14   Economic Leadership Awards.

15          CHAIRPERSON PETERSEN: And the thing is that, what  
16   I see -- WRAP's a brand. It's a branding name. It's  
17   already done. It's in place. It's grand.

18          We're just going to take it to the next step.  
19   It's just like changing the name of this Board. That's  
20   branding that we've got to do.

21          PUBLIC AFFAIRS ASSISTANT DIRECTOR MYERS: That's  
22   another agenda item right there.

23          CHAIRPERSON PETERSEN: Wes, I will talk to you  
24   about that later.

25          Anyway --

1           PUBLIC AFFAIRS ASSISTANT DIRECTOR MYERS: But you  
2 are absolutely right. And that's what we needed to here.  
3 WRAP isn't going away. And you said it: What we need to  
4 do now is focus on how are we going to enhance this even  
5 further.

6           CHAIRPERSON PETERSEN: So John, can we rely on you  
7 or ask you and Kevin -- Kevin, John, John, Kevin, Cindi,  
8 okay, that maybe you will come back with some concepts  
9 with us. And this is just -- we're brainstorming here --  
10 okay? -- concepts on where we can categorize. And I'd  
11 like -- our office will help. We are kind of creative.  
12 And I'd like to make sure that we move on, next year, with  
13 expanding this program.

14           PUBLIC AFFAIRS ASSISTANT DIRECTOR MYERS:  
15 Certainly.

16           MEMBER CHESBRO: Mr. Chairman? Couple of  
17 additional comments come to mind: One is, I want to make  
18 sure that if we're talking about it being part of some  
19 larger awards program, that it also not lose identity in  
20 terms of the Board. Because it's part of the Board's  
21 identity too.

22           And I mentioned, for an example, our credibility  
23 with local governments, because they knew that the same  
24 Board that was telling them to be 50 percent, was trying  
25 to push the business community to do more. So I think



1 it's an important part of our identity, and so we  
2 shouldn't give that up in the process.

3 Secondly, on the question of global warming, it's  
4 a little tricky, because I assume that in terms of the  
5 broad question of what industry or business is doing for  
6 global warming will be recognized in a number of places.

7 What I see is that it's an opportunity for us to  
8 change the focus a little bit in terms of getting  
9 businesses interested in waste reduction and recycling by  
10 realizing that it's a component of finding global warming,  
11 and so it gives it a broader appeal, and so it becomes  
12 part of the language of how we get business to participate  
13 in the things we want them to do. As opposed to us  
14 necessarily trying to do the Air Board's job by picking  
15 some smokestack that industry had managed to lower its CO2  
16 omissions.

17 That's -- you know, so I don't want to duplicate.  
18 I think it's a question of trying to do what we have been  
19 talking a lot about, which is combining the reduction and  
20 recycling and composting message with the global warming  
21 message and figuring out how to deliver that, with the  
22 WRAP as the vehicle for helping to educate business about  
23 the connection between those things.

24 PUBLIC AFFAIRS ASSISTANT DIRECTOR MYERS: And  
25 that's the key message from Public Affairs as well, and

1 most everything that we're going out and doing right now.

2 So it's taking the same approach.

3 MEMBER BROWN: That was very well put.

4 And you know, our third strategy on the Climate  
5 Action Report is high recycling, zero waste. And so it  
6 does maintain its importance as waste reduction, but, you  
7 know, if you are using it as an educational tool, showing  
8 them that they are part of the bigger puzzle here, that  
9 they are a significant part. Because we'll get more from  
10 recycling and waste reduction than anything else.

11 MEMBER CHESBRO: I bet, there's businesses out  
12 there that will be focusing on global warming and they are  
13 thinking about their vehicle fleet and other things. And  
14 when they see, you know, suddenly --

15 CHAIRPERSON PETERSEN: They backed into it.

16 MEMBER CHESBRO: -- recycling waste reductions put  
17 in front of them as one of the tools, they're going to go,  
18 "Ah, I never even thought of that. I have been thinking  
19 about the tailpipe or the smokestack." You know?

20 MEMBER BROWN: It's an opportunity to expand. You  
21 know, if you go to look at something like  
22 self-certification, you are not looking at the 1500  
23 applications that everybody has to fill out. You have  
24 more of an opportunity to go out and get more people  
25 exposed to the program.

1           MEMBER CHESBRO: I think the streamlining idea was  
2 a really good point, too. You know, trying to make sure  
3 that it's not as huge a labor intensive effort. That's a  
4 very good --

5           CHAIRPERSON PETERSEN: So -- well, I want to make  
6 sure we got clear direction here, so everybody  
7 understands. We want to streamline wherever possible;  
8 right? We don't want to ask for information we don't  
9 need, and incorporate greenhouse gas. Okay? Those are  
10 the three things.

11           I would also like to make a suggestion. When I  
12 was building my business in the '70s, in the recycling  
13 world, we didn't have a whole lot of money. And Wesley  
14 can testify to that. We had long hair and buses. That's  
15 all we had.

16           But what we did do is, I found a really unique  
17 program, which was run out of United Way, which was set  
18 careers. And I'm thinking about, we got all the people  
19 working here. Everybody's busy, doing their job, and they  
20 got tons of great people doing what they are supposed to  
21 be doing.

22           But when I got stuck, I went to the interns, first  
23 of all, at the universities who were majoring in some of  
24 the subject areas I was. Well, I'll be specific, public  
25 affairs, corporate affairs. So I got a couple of interns.

1 That worked, But then I went to the Seniors Retirees  
2 Programs. And they were all over it.

3 And I got some people that were senior vice  
4 presidents with major PR firms, who gave their time to me.  
5 And I got such help and expertise, it was nuts.

6 So I'm thinking, you know, there are people out  
7 there. We all know where we are going, and greenhouse gas  
8 is at the leadership. It's the new garbage park; right?

9 So there are people out there who would probably  
10 help us, and might be an interesting avenue to do some  
11 recruiting.

12 So everybody real clear where we are going here?

13 Am I?

14 (Laughter.)

15 MEMBER BROWN: You are clear.

16 CHAIRPERSON PETERSEN: Anybody else have anything  
17 they want to add?

18 John? No?

19 Thanks, guys. You have been grand. And I think  
20 that's the end of this Committee too.

21 Thank you, everybody.

22 (Thereupon the California Integrated Waste  
23 Management Board, Market Development and  
24 Sustainability meeting adjourned at  
25 11:16 a.m.)

1 CERTIFICATE OF REPORTER

2 I, KATHRYN S. KENYON, a Certified Shorthand Reporter  
3 of the State of California, do hereby certify:

4 That I am a disinterested person herein; that the  
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7 was reported in shorthand by me, Kathryn S. Kenyon, a  
8 Certified Shorthand Reporter of the State of California,  
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10 I further certify that I am not of counsel or  
11 attorney for any of the parties to said workshop nor in  
12 any way interested in the outcome of said workshop.

13 IN WITNESS WHEREOF, I have hereunto set my hand this  
14 19th day of March, 2007.

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